

Christina Erb (360) 313-7070, ext. 2 christina@hayterpr.com

## MSR® Boosts Versatility of World's Fastest Backpacking Stove System with Comprehensive Offerings

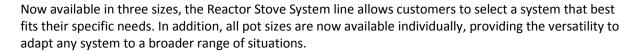
**SEATTLE, WA** (July 12, 2012) — Since its release in 2007, the Reactor stove system has widely been recognized as the only choice for serious backcountry travelers that demand top-notch performance and reliability in real-world conditions.

In 2013, MSR expands its line of Reactor® systems and accessories, adding even greater versatility to the record-breaking speed and all-condition performance of the original Reactor system.

"Since the Reactor system's debut, committed users worldwide have benefited from its unique engineering that makes it unbeatable in real-world conditions," said Drew Keegan, director of MSR stoves and cookware. "They've learned from experience that, in the conditions when they rely on their stoves the most, they can count on this stove to pull through."

The Reactor system's patent-pending design shields the burner from the effects of wind that cause other stoves to slow or fail altogether. Combined with precision pressure regulation for superior high-altitude and cold weather performance, only the Reactor system delivers in the field, what it promises on the box.

In the lab, the Reactor system boils one liter of water 20 percent faster than its nearest competitor. Get outside where there's an 8 mph breeze, and it's twice as fast. In 12 mph winds, the Reactor system still soars, boiling a half liter of water in 1 minute, 45 seconds, while the competition simply cannot boil at all. The result is not just a faster meal, but also lighter pack, as the Reactor system demands far less fuel in all outdoor situations.



The 2013 Reactor Stove System collection includes:

- Reactor® 1.0 L Stove System
- Reactor® 1.7 L Stove System
- Reactor® 2.5 L Stove System
- Reactor 1.0 L Pot
- Reactor® 1.7 L Pot
- Reactor<sup>®</sup> 2.5 L Pot
- Reactor Coffee Press Kits



Cascade Designs, Inc.

Christina Erb (360) 313-7070, ext. 2 christina@hayterpr.com



Reactor Hanging Kit

The new collection will debut in July at the Outdoor Trade Fair in Friedrichshafen and in August at Outdoor Retailer in Salt Lake City. They will be available at retail stores in January 2013.

## About MSR® (Mountain Safety Research®)

Seattle-based MSR has been engineering standard-setting high-performance outdoor equipment since 1969. A commitment to quality manufacturing and innovation ensures customers are outfitted with the finest, most reliable gear available for outdoor adventures. MSR® product lines include: stoves, fuel, cookware, water treatment and hydration systems, shelters, snowshoes and trekking poles. The majority of MSR products are made in the company's Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit <a href="https://www.msrqear.com">www.msrqear.com</a>.